

How Technology Driven Campaigns Change the Way Consumers Interact with Brands

Mohammad Mahbubul Haque¹, Khandaker Mohammad Delwar²

Abstract:

The advent of digital technology has revolutionized customer-brand interactions from linear, non-reciprocal transactions to interactive and highly personal engagements. However, most of the research carried out has focused on individual components of digital marketing and overlooked the combined effects of the technology-based approaches on the consumer's behavior and trust building process.

This research aims to fill this gap in the existing literature by designing an analytical framework using the Technology Acceptance Model (TAM) and Consumer Engagement theory, which will help investigate the combined effect of artificial intelligence (AI), big data analytics and social media-based marketing campaigns on the consumers' purchasing decisions. The study design involves both quantitative and qualitative methods based on secondary data sources including industry reports, survey results, and case studies of digital marketing practices to assess correlations and conduct thematic analysis through statistical methods such as regression and correlation analysis.

From the above discussion, it is evident that technology-driven campaigns have the potential to enhance the engagement and brand loyalty of the consumers through customization, live engagement, and personalized marketing. Nevertheless, for such campaigns to be effective, the amount of trust and ethics involved in the use of consumer information is imperative. This research contributes to the extant body of knowledge on the effectiveness of marketing campaigns, providing valuable information regarding the successful execution of marketing campaigns in the current digital era.

Apart from that, this research highlights the significance of adopting new technologies to ensure cohesive consumer experience in digital platforms.

Keywords: Digital Marketing; Consumer Behavior; Technology-Driven Campaigns; Artificial Intelligence; Big Data Analytics; Social Media Marketing; Consumer Engagement; Personalization; Purchase Intention.

1. Introduction

Due to the advancement in digital technology, there has been an evolution in marketing approaches, and this can be attributed to the influence of technology on how brands market to their audiences. With the help of internet technology, smart phones, and social media, it has become a two-way street where brands and their audiences engage in the process of branding and marketing. This is possible through the adoption of technology-based marketing approaches where brands can utilize technology like artificial intelligence and big data to create more personalized campaign for consumers. Digital marketing has evolved immensely in the last twenty years and has progressed from basic online marketing tactics to complex and interactive digital ecosystems. At its beginning stages, digital marketing was basically centered around creating websites, banner ads, and e-mail marketing campaigns, and this was simply the online version of traditional one way marketing approaches. However, rapid advancements in technology have led to the

creation of innovative marketing processes like the use of artificial intelligence in personalized marketing, real time customer engagement, programmatic advertising, and omnichannel marketing the emergence of the social media sites has only stimulated this trend by providing for the possibility of direct communication between brands and consumers, fostering the community creation and instant feedback mechanism. In spite of the rapid adoption of technologically advanced solutions within the marketing industry, there remains a rather underdeveloped understanding of how the synergy of these technologies influences the consumers' involvement, trust building, and purchase intent. The existing studies in the sphere have mostly focused on separate parts, such as social media marketing, artificial intelligence, or big data analytics, but not on how they function and interact together. Consequently, such approach leaves no possibility to get the full picture of how marketing campaigns involving these technologies affect consumer behavior.

Research Objectives

- In examining the effects of technology-based marketing campaigns on consumer engagement
- In analyzing the influence of artificial intelligence and big data analytics in consumer engagement
- In evaluating the effects of personalization on consumer-brand interactions and consumer trust
- In analyzing the effects of digital marketing technologies on consumers' buying intentions

Research Questions

- How do technology-based marketing campaigns affect consumer-brand interaction?
- What is the importance of artificial intelligence and big data analytics in consumer engagement?
- How does personalization affect consumer trust and purchase intention?
- What are the main challenges faced by technology-based marketing campaigns?

Significance of the Study

The current research is beneficial for the development of the existing body of knowledge since it provides an integrated theoretical and empirical framework, which incorporates various digital technologies along with consumer behavior theories such as TAM and Consumer Engagement Theory. The research makes it possible to understand digital marketing dynamics better due to the examination of the combined effects of the utilization of artificial intelligence, big data analytics, and social media marketing. As for practical benefits, the results of the research can be valuable for marketers who need to develop and implement more effective marketing strategies that would be consumer-oriented and ethical.

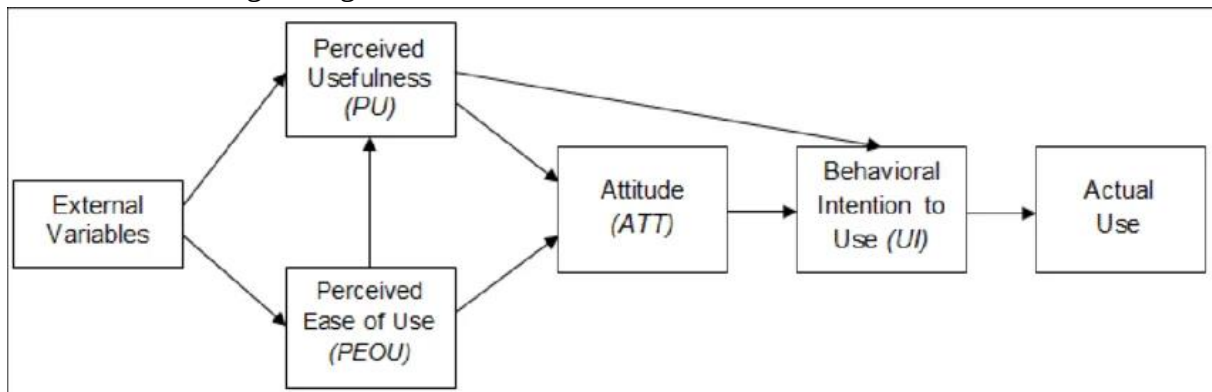


Figure 1: Theoretical Framework based on the Technology Acceptance Model (TAM).

Source: Technology Acceptance Model (TAM) (n.d.), ResearchGate.

As presented in Figure 1 below, the Technology Acceptance Model is used in this research as the core theory to explore the relationship between the adoption of technology and consumer behavior changes in technology-driven campaigns. From the figure, it can be seen that external factors, including artificial intelligence and big data, impact a customer's perception of usefulness and ease of use of technology by the brand. These affect the attitude and behavioral intention of the user towards the actual use of the product or service.

2. Literature Review

The digital transformation process has had a substantial impact on modern marketing through incorporating technologies in all operations and transactions carried out by organizations. The digital transformation process now goes beyond merely adopting technology but encompasses strategic changes to be more customer-oriented and data-focused. According to Verhoef et al. (2019), the digital transformation helps businesses to create more value through increased customer engagement and improved efficiency of operations. In the same light, Wu (2013) notes that digital technologies and social networking tools play a role in influencing behavior and productivity. The increasing involvement of AI in digital marketing has also brought about another revolution within the marketing process. Through the application of AI, marketers will be able to work with vast amounts of data, make predictions about consumer behavior, and personalize content. According to Davenport et al. (2019), AI facilitates process automation in marketing and enables the making of predictions, thereby creating a chance for the implementation of more efficient marketing campaigns on time. Also, as suggested by Nalbant and Aydin (2022), the use of AI in brand management goes beyond traditional marketing channels to new forms of digital communication platforms, including metaverses where interactive experiences are offered to customers. Besides, as argued by Yao et al. (2025), the application of AI is increasingly gaining its place within marketing and therefore becomes essential to decision-making in companies. However, it should be kept in mind that the question of trust arises, given that, as per Srivastava and Gurme (2025), personalization might negatively impact it among consumers. Big data is also crucial in developing marketing strategies since it enables organizations to understand consumer behaviors and preferences. According to Sivarajah et al. (2024), big data provides firms with information that helps make decisions and innovate better. In the same way, Badshah et al. (2024) point out that big data applications help in market segmentation, predictive modeling, and measuring performance, resulting in improved marketing strategies. The transition from conventional marketing strategies based on gut instinct to those using big data analytics has been beneficial for many firms.

In recent times, social media is considered one of the most influential forms of media influencing consumer behavior and interactions with brands. Guoqiang and Bhaumik (2024) argue that the use of social media platforms influences the consumers' attitudes and decisions when purchasing goods because of the interactive nature of the platform. Similarly, Antczak (2024) states that social media marketing influences consumers' purchase decision behaviors through enhanced peer influences. Moreover, Eslami et al. (2021) explain that the engagement of the consumer through social media can differ at different points in the product life cycle. Additionally, Krowinska and Dineva (2025) point out that branded content posted on social media influences active engagement by the users.

Consumer willingness to embrace new digital technology will be vital in determining the success of technology-assisted marketing strategies. Consumers' receptiveness towards artificial intelligence solutions depends on ease of use, personalization, and usefulness. However, issues of trustworthiness, transparency, and privacy still affect the adoption decision of consumers. Wearable gadgets and other sophisticated technologies have boosted the performance of marketing activities. Interactive and real-time engagement becomes possible through emerging technologies, which helps to strengthen consumer attitudes and purchase intentions (Harahap et al., 2025; Theocharis et al., 2025). Trust is also another aspect that is worth consideration in marketing and sales because over-reliance on AI and big data may create privacy problems and weaken consumer trust. Ethical considerations and openness in the interaction process with consumers become necessary to promote trustworthy relationships. The current research literature only provides information about single technology and fails to consider combined effects on consumer behaviors and attitudes. Therefore, more research studies are required in the field to fill knowledge gaps concerning the interaction of various factors influencing consumer engagement with marketing activities. Digital transformation, artificial intelligence, big data, and social media play a vital role in improving marketing effectiveness and customer engagement.

3. Methodology

3.1 Research Design

In this study, a mixed-method approach in research based on secondary data analysis is used to investigate the effects of marketing campaigns based on technology. The adoption of a mixed-method approach is justified because the research involves analyzing quantitative trends in addition to qualitative data. Thus, the mixed-method approach provides the opportunity for a more holistic view of consumers' behavior in the digital environment.

3.2 Methods of Data Gathering

In line with the scope of this study, only secondary data will be used, such as scholarly journals, reports from the marketing and advertising sectors, published surveys, and case studies dealing with digital marketing. Actual cases of digital marketing campaigns in various industries will be analyzed to ascertain the impact of technology-based campaigns on consumer engagement, trust, and willingness to buy. This way, pre-existing, validated data can be used, but still from a broad point of view.

3.3 Sampling Design and Size

Purposeful sampling technique would be utilized in the process of choosing the selected literature, data sources, and online marketing initiatives that align with the goals of this research paper. The sample would include different industries such as, but not limited to, ecommerce, entertainment industry, and social media marketing. Around 5-10 major case studies on technology-driven marketing initiatives would be considered during qualitative analysis. Quantitative data will come from secondary data sets reflecting on many consumers.

3.4 Data Analysis Methods

The researcher uses both quantitative and qualitative methods of analysis with the mixed method to understand the effects of technology-based marketing campaigns on consumer behavior and engagement.

Quantitative Analysis

The quantitative element is the use of descriptive and inferential statistics to determine patterns and connections between the most significant variables. The distribution of data associated with consumer engagement, perceived usefulness, trust and purchase intention are summarized and presented with

descriptive statistics. Additionally, correlation analysis is employed to determine the strength and direction of association between variables, whereas, regression modelling is utilized to determine the predictive power of technology driven marketing variables on consumer behavioural results. All of these methods can be used to identify statistically significant relationships with available data sources that are based on secondary sources like industry reports and published surveys.

Qualitative Analysis

The qualitative aspect employs thematic analysis and content analysis to make sense of non-numerical data, which are associated with online marketing campaigns and case studies. Thematic analysis is used to determine the common patterns of behavior and perceptions in consumer reactions especially in terms of personalization, engagement and trust-building processes. Moreover, the content analysis of the chosen technology-based campaigns is performed to analyze the marketing strategies in a structured way and give attention to specific aspects, including the integration of artificial intelligence, automation, real-time communication, and personal communication. This mixed qualitative methodology allows better comprehension of the impact of digital marketing strategies on perceptions and engagement behaviors of consumers.

3.5 Reliability and Validity

In order to maintain rigor, reliability and validity of the study, a variety of methodological strategies is used. The data triangulation technique is implemented to combine the results of various secondary sources, such as peer-reviewed academic literature, industry reports, and published datasets to increase consistency and reduce bias. Such cross-source validation increases the validity and strength of the results. The external validity is enhanced as the data used are well-known and accepted by other researchers and scholars, which enhances the applicability of the findings in the digital marketing research context. Qualitative analysis can avoid issues of internal reliability by following a systematic coding procedure, where the same themes are identified and coded across several case studies. Moreover, the quantitative and qualitative results should be cross-verified, which contributes to the methodological consistency and improves the credibility of the research results on the whole.

3.6 Ethical Considerations

The study will be done solely on the basis of publicly available secondary data, such as the scholarly publications, industry reports, and documented case studies; hence, it is not a research that will engage any human participants in any manner. Consequently, the study has low ethical risk. All the data sources utilized in the study are duly recognized and cited in line with academic standards to help increase transparency and prevent plagiarism. None of the personal, confidential or sensitive information is gathered or processed. The research is also conducted in line with the academic integrity, proper data use, and ethical scholarship, and all interpretations are made on the basis of proven and trustworthy materials. Also, the study does not inaccurately represent figures and findings are reported without any bias.

4. Results and Findings

4.1 Changing Nature of Consumer–Brand Interaction

The secondary analysis and findings from the case study show that consumer-to-brand relationships have undergone tremendous change due to marketing campaign technology. Instead of the old one-way communication systems, today's communication is done through advanced interactive systems enabled by technology. In today's world, consumer participation in the process of brand communication happens

through review comments, likes, interactions, etc. Therefore, consumer behavior shows us that brand communication has turned into an interactive ecosystem with active consumer participation.

4.2 Consumer Engagement in Digital Platforms

Findings from various reports indicate that there has been a significant improvement in consumer engagement in the use of digital platforms as a result of marketing campaigns driven by technology. Personalized advertisements, recommendation systems, live streaming, etc., contribute to high levels of consumer engagement in such platforms. The findings further show that the use of AI technology to personalize advertisement increases consumer engagement in social media platforms.



Figure 2: Core components of a technology-driven Customer Engagement Platform.

Source: Patel, S. (2021).

The visual model shown in Figure 2 clearly demonstrates the technological environment explained by you in your results. There are a number of important pillars that enable the shift from conventional marketing to interactive marketing:

4.3 Impact on Brand Perception and Trust

The results suggest that brand perception is highly dependent on the extent of personalization and transparency in digital campaigns. Artificial intelligence recommendations and personalized ads positively affect relevance, thereby increasing brand trust. On the other hand, issues such as data privacy and transparency of algorithms can undermine consumer trust. This suggests that technology facilitates engagement; however, trust serves as a significant moderating variable.

4.4 Impact on Purchase Intentions and Consumer Decision-Making

The secondary data review suggests a consistently positive association between technology-enabled marketing and purchase intentions. Personalized marketing communications, predictive analytics, and targeted promotions play a significant role in consumer decision-making. Consumers have higher chances of purchasing products when marketing campaigns are personalized to suit consumer preferences and browsing history. Nevertheless, aggressive marketing or targeting can make consumers resistant.

4.5 Observations from Campaigns Utilizing Technologically-Enabled Approaches

The examination of some specific examples of campaigns in different sectors shows recurring patterns of use and their effectiveness. More specifically, companies utilizing recommendation engines based on artificial intelligence and big data analytics technology have increased customer engagement and conversion rates. In addition, marketing initiatives that incorporate real-time interaction via chatbots and notification services yield high levels of customer satisfaction.

4.6 Main Analytical Themes

The analysis of secondary data sources and case studies has allowed the identification of several emerging themes associated with the impact of technology-based campaigns on consumer interaction. The primary factor that influences consumer engagement is personalization. Artificial intelligence and automation are also critical for the targeted delivery of appropriate and accurate marketing messages. Finally, the importance of trust and transparency should be emphasized since consumers tend to accept digital marketing efforts as long as ethical and privacy issues are not violated. Social media channels provide a suitable environment for engaging in conversations with the target audience and receiving immediate feedback. Data-driven decision making is another essential element of modern marketing technique. As a conclusion, it should be admitted that technology-based campaigns influence consumer interactions by integrating various marketing strategy components into one platform.

5. Challenges and Issues

5.1 Issues in Regards to Data Privacy and Security

Though technological marketing campaigns bring many advantages, there are also several serious issues that need to be addressed. Given the growing amount of consumer data used for marketing campaigns, the issue of data management comes into play. It might be problematic for consumers if they feel threatened by the misuse of their personal information by organizations. Also, strict compliance with legislation becomes essential.

5.2 Ethics Issues of Artificial Intelligence Application in Marketing Campaigns

The application of artificial intelligence into marketing can raise several ethical questions. They include algorithmic biases, manipulations, and transparency issues. The problem with biases lies in the fact that AI systems operate based on big data, which can be biased. Predictive analytics may be seen as an ethical problem since the purpose of it is manipulating consumer behavior.

5.3 Consumer Trust and Transparency

The level of consumer trust is one of the key elements which can impact the effectiveness of such marketing strategies. Even if personalized approach helps engage the audience more actively, over-targeting or vague information about using consumer data might lower their trust. Failure to provide information about how data collection and processing works might hurt the image of a company in question. Hence, it is important for marketers to ensure transparency to foster long-lasting relationship with consumers.

5.4 Technological Limitations

Despite being constantly evolving, digital technologies are not perfect and still suffer from several disadvantages. They include relatively high costs required to implement new systems, difficulty to use, data-dependence, and accessibility issues. Moreover, algorithms do not guarantee to provide the most accurate predictions, which might negatively impact consumer targeting. Thus, technological solutions should be applied in conjunction with effective human decisions.

Table 1. Challenges and Issues in Technology-Driven Marketing Campaigns

Category	Description of Challenge/Issue	Key Impact on Marketing Campaigns
Data Privacy and Security	Increased use of consumer data raises concerns about data handling, misuse, and unauthorized access. Compliance with data protection laws is required.	Reduces consumer confidence; increases legal and regulatory pressure on organizations.
AI Ethical Issues in Marketing	Artificial intelligence may involve algorithmic bias, lack of transparency, and potential manipulation of consumer behavior through predictive analytics.	Can lead to unfair targeting, ethical concerns, and reduced trust in AI-driven systems.
Consumer Trust and Transparency	Lack of clarity about data usage and excessive personalization may lead to consumer discomfort and mistrust.	Weakens brand reputation and reduces long-term customer engagement and loyalty.
Technological Limitations	High implementation costs, system complexity, data dependency, and imperfect predictive accuracy of algorithms.	May result in inefficient targeting, increased costs, and reliance on human decision-making.

The key issues involved in the technology-based marketing campaign are illustrated in Table 1. The challenges in this case include those associated with data protection and security, artificial intelligence ethics, and customer trust. Besides, there are technological constraints like high cost and dependency on data-driven technology that influence the success of the campaign. Thus, from the above challenges, it is clear that while digital marketing has various benefits, it is essential to adopt ethical measures for managing marketing campaigns in such cases.

6. Discussion

6.1 Interpretation of Findings

The findings from the above research clearly show that the use of technology to influence marketing strategies brings about immense changes in how consumers interact with their brands. What can be seen clearly from the research findings is that apart from consumers receiving marketing messages, they are also active participants in virtual communities characterized by continuous interaction and connection. The huge influence of the personalization of marketing and targeted marketing through the use of artificial intelligence has shown that people react positively towards such marketing. This happens because of the fact that marketing influences the behavior of consumers.

6.2 Integration of Findings with Theoretical Framework

The results of this study are a clear validation of both Technology Acceptance Model and Consumer Engagement Theory. According to TAM, both usefulness and ease of use have an important bearing on technology acceptance. With regards to the current research, artificial intelligence-led personalization and big data analysis contribute to usefulness through provision of highly relevant information. In turn, this

increases consumer engagement and purchase intention. Consumer Engagement Theory also receives validation from the behavioral, affective, and cognitive engagement demonstrated by consumers across various digital channels. The findings of this study suggest that consumer engagement occurs not only because of consumer exposure to digital media, but also through interactions enabled via social media and automation.

6.3 Comparison with Previous Studies

The results obtained from this study align with existing literature, which underlines the significance of personalization, AI, and big data for influencing consumer behavior. The previous studies indicate that the application of digital marketing technology facilitates customer engagement and improves the decision-making process through the delivery of personalized content. Nevertheless, the current study differs from the existing literature in two aspects – firstly, by incorporating a variety of technologies into one model, and secondly, by addressing the moderating effect of trust and transparency on the impact.

6.4 Theoretical Implications

In terms of the theoretical implications of the results obtained in this study, they include combining the concepts of TAM and Consumer Engagement Theory so as to build a framework which can be applied in the study of marketing through technology. Specifically, it means extending the concept of TAM, whose application has hitherto been confined to analyzing adoption of a system, to include the role played by the consumer in regard to the technologies employed in digital marketing. Additionally, the combination enhances the Consumer Engagement Theory by recognizing that technological systems such as AI play a significant part in shaping engagement.

7. Practical Implications

7.1 Recommendations for Marketers

It should be noted that based on the results of this study, it is essential to highlight the importance of focusing on technology, such as the use of artificial intelligence, big data, and automation, in order to ensure greater interaction with consumers. The use of personalized marketing strategies becomes vital since it is necessary to focus on the creation of content according to the behavior of customers. At the same time, it is important for organizations to think about their actions in terms of ethics to avoid over-personalization.

7.2 Strategies for Successful Digital Marketing Campaigns

In order to maximize their success through technological marketing campaigns, firms have to develop a multichannel marketing approach that will help provide customers with an integrated experience while accessing social media sites, mobile applications, and web pages. Real-time engagement features including chatbots and interactive marketing content should be used in order to improve customer interaction. Continuous data analysis is essential in measuring marketing campaign performance and adjusting marketing strategies based on customer engagement rates.

7.3 Future Trends in Technology-Based Marketing

Future projections suggest that the application of artificial intelligence, machine learning, and predictive analytics will be prevalent in digital marketing. The trend of hyper-personalized marketing, which refers to customizing marketing messages for each individual customer in real time, is expected to be prevalent in the future. Moreover, technologies like augmented reality (AR) and virtual reality (VR) are likely to play a crucial role in enhancing customer experience. Meanwhile, ethics in artificial intelligence and data governance are likely to emerge as important considerations.

8. Conclusion

In this regard, the paper shows that the use of technological advances in the marketing activities of organizations has changed the dynamics of consumer engagement with brands by changing the type of communication from one that is traditionally one-sided to a highly interactive and personalized system of communication. By adopting technology advances such as artificial intelligence, big data, automation systems, and social media platforms, organizations are now capable of understanding and predicting consumer behavior as well as delivering marketing communications to consumers in real-time basis. Therefore, engagement becomes a dynamic and ongoing process whereby consumers shape their brand image through engagement with the brand.

In addition, it is also seen that the process of personalization acts as an essential element of consumer involvement and purchase intention since consumers have more favorable reactions to personalized marketing communication. Nevertheless, from the perspective of the research conducted, it should be stated that the application of such innovations is not only associated with technology itself; at the same time, it is also closely connected with trust, openness, and ethics in dealing with customer data.

It is due to the use of technology acceptance model and consumer engagement theory that the above research has enabled us to have an insight into the aspects affecting consumer behavior through usefulness, ease of use, and behavioral engagement in the digital era. This study has shown us that even though technology is one of the strongest tools for improving marketing efficiency, the successful use of this tool depends on the blending of innovations in technology with ethics.

REFERENCES:

1. Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2019). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
2. Wu, L. (2013). Social Network Effects on Productivity and Job Security: Evidence from the Adoption of a Social Networking Tool. *Information Systems Research*, 24(1), 30–51. <https://doi.org/10.1287/isre.1120.0465>
3. Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2019). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24–42. <https://doi.org/10.1007/s11747-019-00696-0>
4. Nalbant, K. G., & Aydin, S. (2022). Development and Transformation in Digital Marketing and Branding with Artificial Intelligence and Digital Technologies Dynamics in the Metaverse Universe. *Journal of Metaverse*, 3(1), 9–18. <https://doi.org/10.57019/jmv.1148015>
5. Нунес, П., & Ситниченко, К. (2023). EVOLVING TRENDS IN DIGITAL MARKETING: a COMPREHENSIVE REVIEW. *Молодий Вчений*, 10 (122), 218–224. <https://doi.org/10.32839/2304-5809/2023-10-122-43>
6. Theocharis, D., Tsekouropoulos, G., & Athanasios, G. (2025). The Digital Generation: Branding and consumer behavior in tech adoption. *Rural and Regional Development*, 3(3), 10009. <https://doi.org/10.70322/rrd.2025.10009>
7. Nagy, S., & Hajdu, N. (2021). Consumer acceptance of the use of artificial intelligence in online shopping: evidence from Hungary. *Amfiteatru Economic*, 23(56), 155. <https://doi.org/10.24818/ea/2021/56/155>

8. Abdullah, S. A. (2025, August 13). *Artificial intelligence (AI) techniques: a game-changer in Digital marketing for shop*. arXiv.org. <https://arxiv.org/abs/2508.11705>
9. Guoqiang, Z., & Bhaumik, A. (2024). The Influence of social media on Consumer behavior and digital Marketing Strategies: A Comprehensive review. *Advancement in Management and Technology*, 05(02), 30–38. <https://doi.org/10.46977/amt.2024.v05i02.004>
10. Antczak, B. O. (2024). The influence of digital marketing and social media marketing on consumer buying behavior. *Journal of Modern Science*, 56(2), 310–335. <https://doi.org/10.13166/jms/189429>
11. Harahap, K., Arwani, M., Lubis, A. F., Malik, R. A., & Sjukun. (2025). Case Study of Wearable Technology in brand Samsung Digital Advertising Campaign: Impact on Consumer engagement in Indonesia. In *Studies in systems, decision and control* (pp. 87–97). https://doi.org/10.1007/978-3-031-84636-6_8
12. Srivastava, R. K., & Gurme, V. (2025). Artificial intelligence and consumer behaviour on social media: A study of personalization, trust, and privacy. *Measurement Digitalization*, 5, 100021. <https://doi.org/10.1016/j.meadig.2025.100021>
13. Ma, P., & Ali, D. A. (2025). Adoption of AI and digital marketing tools and consumer acceptance under Technology Innovation Policy support. *Sustainable Marketing Practices*, 1(3), 1–12. <https://doi.org/10.63808/smp.v1i3.210>
14. Acatrinei, C., Apostol, I. G., Barbu, L. N., Chivu, R., & Orzan, M. (2025). Artificial intelligence in digital Marketing: Enhancing consumer engagement and supporting sustainable behavior through social and mobile networks. *Sustainability*, 17(14), 6638. <https://doi.org/10.3390/su17146638>
15. Yao, S., Wei, Z., & Wan, Z. (2025). Artificial intelligence embeddedness in marketing. *Journal of Digital Management*, 1(1). <https://doi.org/10.1007/s44362-025-00020-7>
16. Krowinska, A., & Dineva, D. (2025). The role and forms of social media branded content driving active customer engagement behaviours. *Journal of Marketing Management*, 41(9–10), 1030–1060. <https://doi.org/10.1080/0267257x.2025.2544808>
17. Eslami, S. P., Ghasemaghaei, M., & Hassanein, K. (2021). Understanding consumer engagement in social media: The role of product lifecycle. *Decision Support Systems*, 162, 113707. <https://doi.org/10.1016/j.dss.2021.113707>
18. Sivarajah, U., Kumar, S., Kumar, V., Chatterjee, S., & Li, J. (2024). A study on big data analytics and innovation: From technological and business cycle perspectives. *Technological Forecasting and Social Change*, 202, 123328. <https://doi.org/10.1016/j.techfore.2024.123328>
19. Badshah, A., Daud, A., Alharbey, R., Banjar, A., Bukhari, A., & Alshemaimri, B. (2024). Big data applications: overview, challenges and future. *Artificial Intelligence Review*, 57(11). <https://doi.org/10.1007/s10462-024-10938-5>
20. Zulaikha, S., Dewi, I. R., & Kurniawati, M. (2026). Unveiling the intellectual landscape of artificial intelligence and consumer behavior. *Discover Artificial Intelligence*, 6(1). <https://doi.org/10.1007/s44163-025-00740-9>